

Ideas to help promote the 2007 “Click It or Ticket” annual Safety Belt Awareness and Enforcement Mobilization

- Using existing voice mail and email message systems, distribute a belt use priority message from the CEO or another member of senior leadership to every employee.
- Using the established internal organization web pages, publish a focused restraint use message and include the "Click It or Ticket" logo.
- On established external organization web pages, post the "Click It or Ticket" logo and posters.
- For organizations with an internal TV broadcast network, run a video message from senior leadership to all locations and run a text-crawl of the message. Run the same video and text crawl in lobbies for visitors and customers.
- Using the established method of communicating with supervisors, issue a senior leadership request to all supervisors to remind their directly-reporting staffs of the organization's belt use priority and ask that supervisors give the buckle up message personally to every employee.
- Using the established method of distributing daily / weekly news stories and media clips to employees, include excerpts from national and state mobilization press statements to launch the mobilization and media coverage to reinforce the organization's priority on buckling up and to build awareness of the mobilization.
- Without holding a formal press event, issue a press statement in support of the mobilization, distribute the message to employees using the internal email system, and post the statement on the organization's website.
- Through established security procedures, ask onsite security officers to remind employees, customers, and visitors to buckle up.
- Commend the local law enforcement agency for saving lives by participating in the mobilization and enforcing belt use laws. On internal web pages, post photos of employees giving the commendation to local law enforcement officers.
- Another option to consider: concurrent with the mobilization, conduct a highly publicized competition across the organization's locations for the most improved belt use rates in May. Conduct unannounced pre- and post-mobilization belt use rate counts; then, publish the results with senior and local leadership recognition for the winning locations. Also, through existing participation in external civic and employer groups, take the leadership to urge other employers in the area to support the mobilization, to participate in a belt use rate increase competition, and to commend local law enforcement. To assist you in this effort, please utilize NHTSA's "Safety Belt Award Program." More information on how to conduct safety belt audits and obtain an application for the program can be found at:
http://michigan.gov/documents/buckle-up_77221_7.pdf

Following are messages that some NETS members have used during prior mobilizations:

1. Safety belt use is a top priority in this organization on and off the job: for employees and their families and friends.
 - Buckling up saves lives and reduces injuries.

- Buckling up is an important way to care for fellow employees, their families, and friends.
 - Buckling up is the law.
 - When drivers wear safety belts, typically the children riding with them are buckled up, too. (Buckling up increases your chances of surviving a serious crash by 50%)
2. During the mobilization, Michigan and the nation are focused on belt use. This includes the "Click It or Ticket" program in Michigan. Our organization supports "Click It or Ticket."

For "Click It or Ticket" free-of-charge downloads:

<http://www.nhtsa.gov/portal/site/nhtsa/menuitem.ce4a601cdf97fc239d17110cba046a0/>

For new 2006 calendar year State of Michigan data:

http://www.michigan.gov/documents/msp/0105_191675_7.pdf

The State of Michigan is committed to reach 95% belt use in 2007. If Michigan can achieve this goal, we hope to set the standard for the highest belt use rate in the nation -- a continued lifesaving action and positive message for our state. We already are seeing significant results of increased belt use in Michigan: Belt use rates have increased over the last 10 years from 70.1% in 1997 to an all time high of 94.3% in 2006. This goal will continue to reduce our state's incidence of death and injury in crashes.

Your initiative in your organization to support the mobilization will make a difference - for all employees in your organization and for Michigan. As employers, we know that increasing belt use among our employees, their families and friends is the right thing to do. Buckling up saves lives and reduces injuries, and that's why Michigan's law requires safety belt use.

If I can be of any further help to you or your organization, please contact me at your convenience.

Thank you for your leadership.